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is returned to the survey at the point of invocation, allows the researcher to control the remainder of the survey based on choices made by the respondent. The configurator software provides improved information to tradeoff research techniques, such as Conjoint and Discrete Choice Analysis, by letting the respondent direct his preferences.

In the Claims:

Please rewrite Claims 1, 8, and 13 as follows:

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1. (amended) A system for conducting product configuration research at computer systems over a network for a product having multiple features and for each feature a plurality of possibly subfeatures, said system comprising:

at least one first computer system connected to said network;

at least one second computer system capable of connecting to said first computer system through said network;

said first computer system sending an executable program via said network to said second computer system;

said program being executed by said second computer system and comprising:

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means for enabling a respondent at the second computer system to configure the product by selecting at least one subfeature for each of the features of the product, and allowing the selected subfeatures to be changed by the respondent until the product is configured with final ones of the selected subfeatures, in which each of the possible subfeatures of the features of the product has a price value;

means for determining a total price value of the product in accordance with the price value of the selected subfeature for each of the features of the product as the respondent selects or changes the selection of the subfeatures for each of the features of the product, and displaying said total price value;

means for determining the time for the respondent to configure the product with the final ones of said selected subfeature for each of the features of the product; and

means for sending configuration information to the first computer system when the respondent has configured the product having at least the final selected subfeatures for the features of the product, all selected subfeatures for the features of the product until the final ones of the selected subfeatures, and said determined time, wherein said configuration information sent is unassociated with any real purchase of said product; and

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said first computer system having means for storing said configuration information received from said second computer system.

8. (amended) A method for enabling product configuration research by a respondent at a computer system over a network, said method comprising the steps of:

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- a) displaying the features of a product;
 - b) selecting one of said displayed features;
 - c) displaying possible subfeatures for said selected feature;
 - d) selecting one of said displayed subfeatures for said selected feature, in which each said subfeature associated with the feature has a price value;
 - e) determining a total price based on the price value of said selected subfeature and other selected subfeatures of the product;
 - f) displaying said total price value;
 - g) repeating steps (b), (c), (d), (e) and (f) for different selected displayed features until the selected subfeatures for each of the features provide a total price value acceptable to the respondent;
 - h) determining the elapse time until the selected subfeatures for each of the features provide a total price value acceptable to the respondent; and
 - i) sending configuration information to another computer system over the network representing at least said selected subfeatures for the features of the product, total price value, and the elapse time, wherein said configuration information sent is unassociated with any real purchase of said product.
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13. (amended) Software for enabling product configuration research executable at a computer system comprising:

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- means for selecting features from a group of possible features for a product;
 - means for selecting for one or more of said features, at least one subfeature from a group of possible subfeatures for the selected feature, in which each subfeature associated with the feature has a price value and said combination of at least said selected subfeatures for said features provides a total price value;
 - means for displaying said total price value;
 - means for updating said displayed total price value as selected subfeatures change;

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means for indicating that selecting subfeatures of the product is complete; and
means for determining the elapse time between start of said selecting features step and
said indicating complete step, wherein said software is operative for conducting market research
unassociated with any real purchase of said configured product.

Please cancel Claim 16 without prejudice to possible future presentation in a divisional
application.

Please insert new Claims 20-39 as follows:

20. (new) A network addressable site enabling product configuration market research
comprising means for sending software via a network to one or more computer systems which is
executable by said computer systems for enabling each user of said computer systems to
configure a product by selecting the features of said product while displaying a total price value
of the product in accordance with price value of said selected features and updating said
displayed total price value in accordance with changes in said selected features separate from the
operation of said network addressable site, and sending information via said network back to said
network addressable site having data representing at least said selected features when the user
has completed the configuration of the product.

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21. (new) The network addressable site according to Claim 20 wherein one or more of
said features has a plurality of subfeatures for selection by each user of said computer systems,
said total price value of the product is further in accordance with the price values of said selected
subfeatures, and said data further represents said selected subfeatures for said selected features.

22. (new) The network addressable site according to Claim 20 wherein said software
measures the elapse time for each user to configure the product, and said information further
comprises data representing said elapse time.

23. (new) The network addressable site according to Claim 20 wherein said information
further comprises data representing said selected features and any changes in the selection of said
features until said product configuration is completed.

24. (new) The network addressable site according to Claim 20 wherein said information is used solely for market research.

25. (new) A method for enabling product configuration market research comprising the steps of:

sending software from a network addressable site, via a network, to one or more computer systems which when executed by said computer systems enables each user of said computer systems to select the features of a product;

displaying a total price value of the product at each of said computer systems in accordance with price values of said selected features;

updating said displayed total price value in accordance with changes in said selected features separate from the operation of said network addressable site; and

returning information via said network to said network addressable site having data representing at least said features selected when the user of each of said computer systems has completed the configuration of the product.

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26. (new) The method according to Claim 25 wherein one or more of said features has a plurality of subfeatures for selection by each user of said computer systems, said total price value of the product is further in accordance with the price values of said selected subfeatures, and said data further represents said selected subfeatures for said selected features.

27. (new) The method according to Claim 25 further comprising the step of measuring elapse time for each user of the computer systems to configure the product, and said information further comprises data representing said elapse time.

28. (new) The method according to Claim 25 wherein said information further comprises data representing said selected features and any changes in the selection of said features until said product configuration is completed.

29. (new) The method according to Claim 25 wherein said information is used solely for market research.

30. (new) A network addressable site enabling product configuration market research comprising means for sending software via a network to one or more computer systems which is executable by said computer systems for enabling each user of said computer systems to configure a product having a plurality of selectable features, and sending information via said network back to said network addressable site having data representing at least said selected features when the user has completed the configuration of the product, wherein said information is used solely for market research.

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31. (new) The network addressable site according to Claim 30 wherein said software measures elapse time for the user to configure the product, and said information further comprises data representing said elapse time.

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32. (new) A system for conducting product configuration market research comprising:
means for sending software from a first computer system, via a network, to one or more second computer systems which is executable by said second computer systems for enabling each user of said second computer systems to configure a product having a plurality of selectable features; and

means for sending information from each of said second computer systems via said network back to said first computer system having data representing at least said selected features when the user of each of said second computer systems has completed the configuration of the product, wherein said information is used solely for market research.

33. (new) The system according to Claim 32 further comprising means for measuring elapse time for the user of each of said second computer systems to configure the product, and information further comprises data representing said elapse time.

34. (new) A network addressable site enabling product configuration market research comprising means for enabling a user of at least one computer system, representing a client computer system to said network addressable site, to configure a product by selecting the features of said product, and means for displaying a total price value to said user in accordance with selected ones of said features, in which said total price value displayed is capable of being updated as each of said features are selected or said selection of said features is changed.

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